

WINSTON-SALEM OPEN

ADVANCED CAMPAIGNS

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Meet The Ball Busters



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Primary Research



Survey

- Sent digitally and through physical QR code handouts
- Mostly student responses.
- Awareness of the event and semi interested in attending

Student Interviews

- Conducted over the phone and in person
- Suggested more student targeted advertisements
- Use incentives to encourage students to attend

Faculty Interview

- Conducted in person and scheduled by email
- Email contacting unsuccessful
- Barry Faircloth
  - Incorporate students and WFU themed Events

Secondary Research

5.23 Billion USD

Raleigh–Durham, NC Rank #12

42 Total partners

Aug. 16–23

ATP 250 Tournament

Key Findings



59.7%

More people **have heard about WSO** than previously assumed.

The majority of the Wake Forest community **attends sporting events in Winston-Salem**. They gather this information primarily from **word of mouth and social media**. For on-campus events, the majority get information from the Screamin' Deacon Rewards app.

The top response to 'Why do you enjoy going to sporting events?' included the word '**entertainment / entertained'** followed by '**community'.**



51.9%

The majority of Wake Forest **students** are ***not*** **strongly motivated** ('semi-interest') to move back to Winston-Salem early.

Many people perceive the WSO as an 'insider event', with little to no advertising known prior to the event. Attendees typically learn information during the event.

Situational Analysis

Problem Statement

Wake Forest University communities are not strongly engaged with or aware of the Winston-Salem Open; therefore, the tournament needs to create meaningful connections and incentives for students, faculty, and the athletics department to increase morale and intentional attendance.

Core Opportunity

Ultimately, the WSO needs to improve its **brand awareness** and **relationships** with Wake Forest students and faculty, or it will not attract or leave **memorable** impressions on new attendees.

The Problem

WFU communities lack strong ***engagement*** *with* and ***awareness*** of the WSO

Need for meaningful connections and incentives for students, faculty, and the athletics department to ***increase morale*** and ***intentional attendance***



Potential Publics

WFU Incoming Freshman

1,395

Undergrad freshman students enrolled

WFU Athletics Department

~600

Student-athletes in 18 Varsity Division I sports

Move-in / Residency in Winston-Salem

Customer Personas



STUDENT-ATHLETE STELLA

- AGE: 19 (Freshman)
- Struggling to find balance between school, soccer and social life
- Competitive and hard working
- Needs a way to take a break from campus life
- Needs a way to still be social
- Listens to older teammates and older students with more experience



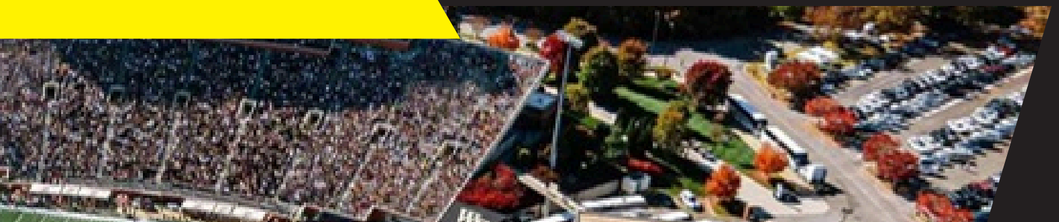
PARENT PACER PAUL

- AGE: 46 (WFU Cross Country Coach)
- Values family time and having good relationships with his team
- Laidback, open-minded, extroverted
- Opinion Leader in WFU athletics department
- Needs a way to bond his team together and incoming freshmen
- Listens to other opinion leaders in the athletic world, especially those in the WFU athletic department

Where We Shifted Our Focus.



- Shift targeting to **student athletes, faculty, and new students** who live here during the time of the tournament
- **More advertising prior** to event through social media and advertising on campus
- Reach student through their own interests: **incentives**, free tickets
- Shift the perspective of the event to an **insider**, lifestyle event
    - Not necessarily exclusives but emphasizing **entertainment** and **community**
- Not a lack of awareness. A **lack of encouragment** to attend.





BEYOND THE BASELINE

Pro Humanitate, Excellence, Leadership



OVERALL MESSAGES AND THEMES

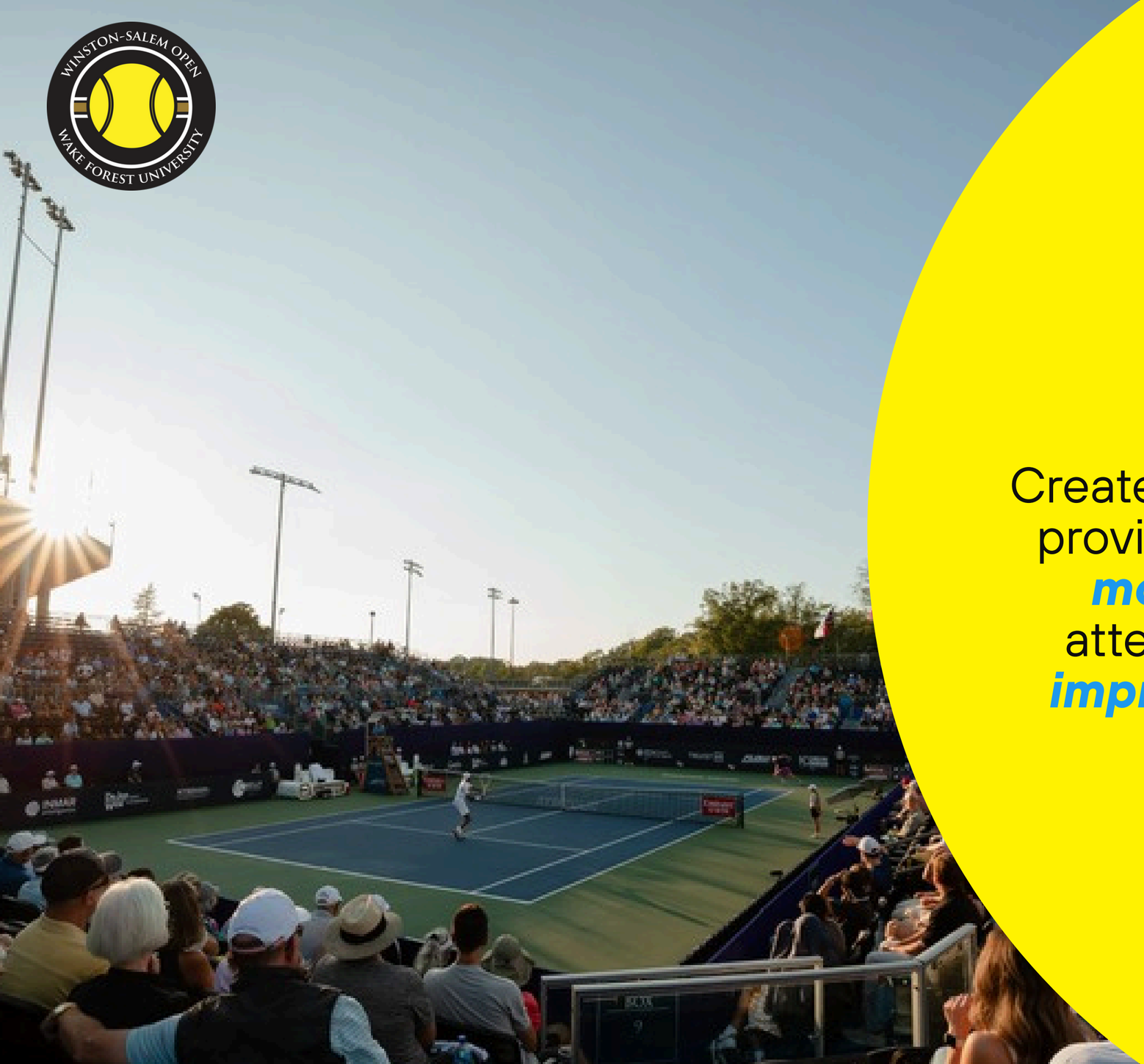
- MOVING FORWARD OR ‘BEYOND’
- FUTURE PRO-ATHLETES, LEADERS, AND PROFESSIONALS
- WFU & WSO REPUTATION OF EXCELLENCE AND PRESTIGE

NEW STUDENTS

- DEFINING BASELINE
- INTERNATIONAL STAGE IN WINSTON-SALEM
- OPPORTUNITIES AVAILABLE
- SET PRECEDENT AS LEADERS

STUDENT-ATHLETES

- STRONG VOLUNTEER BASE
- ‘PRO HUMANITATE’ AND ATHLETIC OPPORTUNITY FOR ATHLETES
- LOYAL COMMUNITY BASED EVENT



Goal

Create meaningful connections and provide incentives to ***strengthen morale*** and drive intentional attendance, ensuring a ***lasting impression on new attendees***

Our Objectives

Student-Athletes and New Students

1. **Four Wake Forest Athletics Teams** represented with >5 players or staff combined at the tournament by August 23rd
2. Secure participation in **three Fall Pre-Orientation programs** to promote the WSO as an event for their freshman student groups

Our Strategy

WAKE FOREST ATHLETIC REPRESENTATION

DIRECT OUTREACH TO COACHES TO PURCHASE TICKETS SO ATHLETES CAN VOLUNTEER AS A WAY TO FULFILL SERVICE HOURS.

- **ATHLETIC NEWSLETTER**
- **COMMUNITY SERVICE HOURS**
- **PRIZE FOR ATTENDANCE**

PERSONAL INCENTIVES AND PRIZES TO GAIN TEAM RECOGNITION FOR THEIR UPCOMING SEASONS.

- **ANNOUNCEMENTS / RECOGNITION**
- **INVITATIONS WITH CO-BRANDED T-SHIRTS**
- **WSO REP. AT PRACTICES WITH FLYERS / MERCHANDISE**

Our Strategy

PRE-ORIENTATION PARTICIPATION

PRESENT THE WSO TO THE 2026 FALL PRE-ORIENTATION PROGRAMS

- **DIRECTOR OF ORIENTATION, NEW STUDENT TRANSITION PROGRAMS**
- **PRE-ORIENTATION DIRECTORS**
- **INFORMATION FLYERS FOR FRESHMAN**

PARENT'S COUNCIL TO INFLUENCE ATTENDANCE FOR STUDENTS AND PARENTS DURING PRE-ORIENTATION

- **WSO REP. AT PARENT'S COUNCIL BI-ANNUAL MEETING**
- **INSTAGRAM POST FOR OFFICE OF FAMILY ENGAGEMENT**
- **PARENT COUNCIL INTERNAL COMMUNICATION**

Tracking Effectiveness

1. At least 200 tickets will be bought for pre-orientation/orientation programs for incoming freshman.
2. 3 WFU Athletic teams attending the WSO.
3. 60% of respondents complete the WSO post-event survey and reply they will attend the following year.
4. Attendance of WFU students and athletic staff increase by 25%.

Recommendations

Track Attendance

Conduct Post-WSO Surveys

Review Ticket Sales

Check Social Media Engagement

Monitor Incentives & Giveaways



Final Sales Pitch

Connect the WSO directly to student life

Generate real momentum

Connects with a shared mission

WINSTON-SALEM OPEN
WAKE FOREST UNIVERSITY

THANK YOU